



Design Review Board Meeting Minutes
Monday, December 5, 2022
7:30 p.m.

Board Members:

Mark Gluesing, Board Chair (P)
Bob Dermody, Board Member (P)
Deborah Robinson, Board Member (P)
Kristan Patenaude, DRB Recording Secretary (P)
Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Applicants & Attendees:

1. Michael Cohen – Signs by J, representing the Sheraton Hotel
2. Mehmet Sahin – Falcon Graphics, representing Ideal Tile
3. Steve Tanner – Jim Did It Sign Co., representing The Learning Tree Preschool

Chair Gluesing called the meeting to order on December 5, 2022, at 7:30 p.m.

Chair Gluesing notified attendees of new public meeting orders issued by the governor of Massachusetts.

HEARINGS:

Public notice is hereby given that Sheraton Hotel located at 100 Cabot Street, has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law section 5.5.3.1 a) Installing more than one freestanding sign and one additional wall sign, and any other applicable sections of the By-law.

Chair Gluesing opened the hearing.

Michael Cohen, Signs by J, explained that the proposal is to install two 2'x3' post and panel directional signs and one 3'x3' sign over the garage to entrance. These are not covered by the existing special permit and are being proposed to adequately direct traffic. These are being proposed due to rebranding.

Chair Gluesing stated that it is the size and height of the proposed signs which made this hearing a requirement.

Ms. Robinson noted that she would suggest putting the words “parking” and “garage” together, for clarity. Mr. Dermody agreed. The applicant agreed to this change.

Upon motion duly made by Ms. Robinson and seconded by Mr. Dermody, it was voted to approve a special permit for these three signs, with a condition for sign E-08 that “parking” be

moved from the first line to the second, for the sign to read “parking garage” on the second line. Deborah Robinson – aye; Bob Dermody – aye; and Chair Gluesing -aye. Motion passed 3-0.

There was no public comment at this time.

Agenda Item 1:

Mehmet Sahin, Falcon Graphics representing Ideal Tile located at 210 Highland Avenue and applying for signage.

Mehmet Sahin, Falcon Graphics, presented the plan for the proposed sign.

Chair Gluesing stated that, if the lion logo proposed is considered part of the sign, this would be a 75 s.f. sign, and would need a special permit. The maximum size for a sign in this district would be 32 s.f. Chair Gluesing noted that the Building Inspector has reviewed this sign and approved the size as is.

Ms. Robinson and Mr. Dermody noted that they might prefer the sign to be a bit smaller and condensed.

Upon motion duly made by Ms. Robinson and seconded by Mr. Dermody, it was voted to approve the sign, with the condition that the lettering section be condensed slightly, so that the overall height of the sign is 140”. Deborah Robinson – aye; Bob Dermody – aye; and Chair Gluesing -aye. Motion passed 3-0.

Agenda Item 2:

Bob Thompson, Jim Did It Sign Co., representing The Learning Tree Preschool located at 225B Highland Avenue and applying for signage.

Steve Tanner, Jim Did It Sign Co., explained that the proposal, from the landlord, is for the ½” thick, raised letters to be mounted on rails. These are proposed to be 24” in height, with a spread of 16’. This tenant has a 35’ long storefront. The residue from the old signs is the responsibility of the landlord.

Ms. Robinson suggested that there be a condition that the building be cleaned from the old signs. Mr. Tanner noted that this should be a responsibility of the landlord, not the tenant.

Chair Gluesing stated that the Board will likely request the building owner patch and repaint the previous sign areas, so that the façade is one color.

In response to a question from Ms. Robinson, Mr. Tanner stated that the rails will be the color of the building.

Upon motion duly made by Ms. Robinson and seconded by Mr. Dermody, it was voted to approve the sign, with the conditions that the sign is centered over the two doors and that the building owner patch and paint the wall damage so that the façade is one uniform color. Deborah Robinson – aye; Bob Dermody – aye; and Chair Gluesing -aye. Motion passed 3-0.

Minutes:

Minutes from the 11/07/2022 meeting

Upon motion duly made by Ms. Robinson and seconded by Mr. Dermody, it was voted to approve the meeting minutes of November 07, 2022. Deborah Robinson – aye; Bob Dermody – aye; and Chair Gluesing -aye. Motion passed 3-0.

Chair Gluesing noted that three applicants were interviewed for a seat on the Board last week. He is hopeful that a new member will be seated by the next meeting.

Upon motion duly made by Ms. Robinson and seconded by Mr. Dermody, it was voted to adjourn at 8:03 p.m. Deborah Robinson – aye; Bob Dermody – aye; and Chair Gluesing -aye. Motion passed 3-0.

Next Public Meeting – December 19, 2022 at 7:30pm via Zoom Webinar